

Sales Order

Station: **WIBC-FM** Agency: **PERKINS NICHOLS MEDIA**
 Contract Name: **PAC FOR BUS** Address: **11691 FALL CREEK ROAD**
 Contract#: **69497** SUITE 216
 Start Date: **11/04/16** End Date: **11/08/16** City: **INDIANAPOLIS** State: **IN** Zip: **46256-9423**
 Revenue Type: **LOCAL AGENCY** Type: **Cash** Phone: **(317) 585-0000**
 Advertiser: **ISSUE (A)** Buyer:
 Address: Tax Schedule: **(None)**
 City: State: Zip: Agency Commission %: **15**
 Product Name: **PAC IND CONSERVATIVES ELE** Billing Cycle: **Standard**
 Competitive Code: **PO-POLITICAL ISSUES** Salesperson: **1361house** Comm %: **8**
 Makegood Policy: **WITHIN CONTRACT DATES**

Ln	DATES		Alt wks	TIMES		LEN	DISTRIBUTION										RATE	TOTALS		PTY
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk	D/W	SPOTS		\$\$		
1	11/04/16	11/04/16		6:00 AM	7:00 PM	60					3			3	D	500.00	3	1,500.00	3	
2	11/05/16	11/06/16		6:00 AM	7:00 PM	60						X	X	3	W	300.00	3	900.00	3	
3	11/07/16	11/07/16		6:00 AM	7:00 PM	60	3							3	D	500.00	3	1,500.00	3	
4	11/08/16	11/08/16		6:00 AM	12:00 PM	60		3						3	D	500.00	3	1,500.00	3	

Billing Projections: By Month

Nov 16
 CA 5,400.00
 ST 5,400.00

☒ Print Spot Prices

TOTAL SPOTS 12
 GROSS TOTAL \$ 5,400.00
 ADJUSTED SPOTS 12
 ADJUSTED TOTAL \$ 5,400.00

APPROVE DECLINE

☐ ☐ General Manager
☒ ☐ 1361eric, 11/03/16 @3:21PM
☐ ☐ National Sales Manager
☐ ☐ Local Sales Manager

Heidi Brewer

From: John Long
Sent: Wednesday, November 02, 2016 4:53 PM
To: Dawn West
Cc: Heidi Brewer; Kelly Wood
Subject: FW: PAC for Bus

This schedule has been approved. Diane is going to drop the PB-17 form, copy and the check tomorrow.

I am going to be in an all day summit. Once you have everything can you put this schedule into the system? It will start on Friday 11/4 on WIBC. Also, she said they may add a spot depending on budget.

Thank you,

From: John Long
Sent: Wednesday, November 02, 2016 3:46 PM
To: 'Diane Nichols'
Subject: PAC for Bus

How does this look? You are running :60's – correct?

1

Suggested Schedule					
	<u>Day</u>	<u>Daypart</u>	<u>Units</u>	<u>Cost</u>	<u>Total</u>
	Friday	6a-7p	3	\$500	\$1,500
	Sat/Sun	6a-7p	3	\$300	\$900
	Monday	6a-7p	3	\$500	\$1,500
	Tuesday	6a-12n	3	\$500	\$1,500
			12		\$5,400

Thank you,

John R. Long
WIBC 93.1 FM
Indy's News Center
Network Indiana
Reaching all 92 Indiana Counties
General Sales Manager
40 Monument Circle
Indianapolis, IN 46024
D: 317-684-8414
C: 313-268-4876

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <i>WIBC FM Radio Indianapolis, Ind</i>	Date: <i>11/1</i>
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I, *DIANE NICHOLS*
do hereby request station time concerning the following issue:

~~CONCERNED CITIZENS FOR FAIR TAX~~
INDIANA CONSERVATIVES ELECTION PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>:60</i>	<i>6a-7p</i>	<i>F-Tues</i>		<i>12x</i>	<i>1</i>

Total Charges: *\$ 4,590 NET*

INDIANA CONSERVATIVES ELECTION PAC

This broadcast time will be used by: ~~CONCERNED CITIZENS FOR FAIR TAX~~

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

INDIANA CONSERVATIVES ELECTION PAC
~~CONCERNED CITIZENS FOR FAIR TAX~~

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 1 day before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

11/3/2016 William McChriener 317-710-5459
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

On Election Day the bus company is asking voters to approve a **NEW PERMANENT TAX** – *ballot question #2*. **I am Voting NO!** Why should we approve a new permanent income tax on hard-earned wages, retiree's pensions, and even unemployment benefits? Our paychecks are stretched far enough!

With county services like schools and public safety crying for more funding, the bus company is the **last place** I'd pick to give more money to. It doesn't make sense-- a permanent tax for a bus company that is already running empty busses?
No way.

Remember, this a permanent new tax that Marion County can't afford! **Vote NO on another new tax! Vote NO on Question #2!**

Paid for by the INDIANA CONSERVATIVES ELECTION PAC